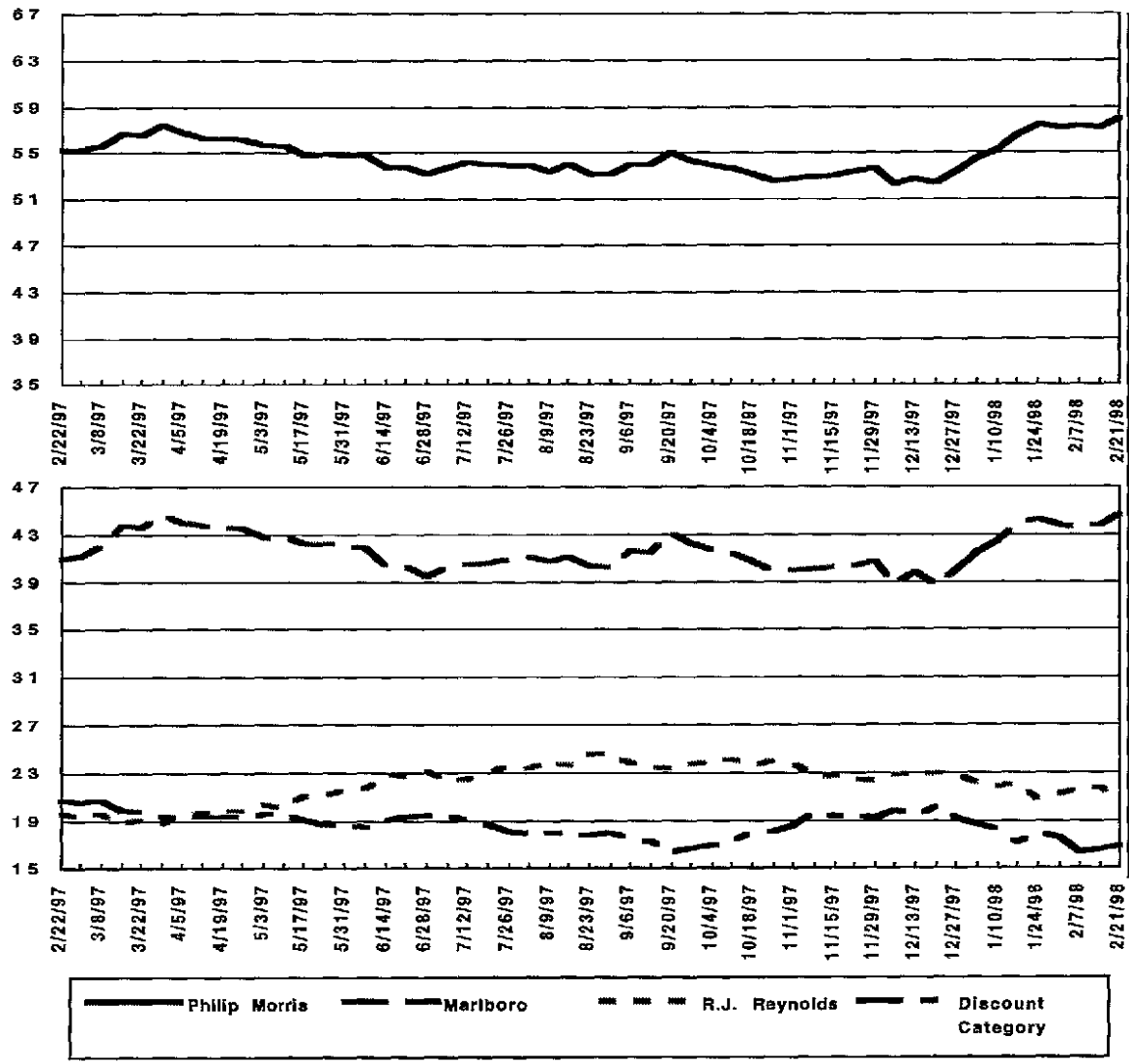
CLARK OIL (L. Dawson)
THROUGH W/E 2/21/98



	26 WK	13 WK	FY '97	YTD '98	DIFF
Philip Morris	55.53	57.90	54.53	56.80	2.27
Marlboro	42.37	44.59	41.56	42.53	0.96
OPB	6.47	6.53	6.41	7.08	0.67
Basic	5.48	5.61	5.25	5.99	0.74
R. J. Reynolds	21.61	20.56	22.18	20.89	-1.29
Camel	6.44	6.06	7.01	6.30	-0.71
Winston	6.43	5.99	6.05	5.73	-0.32
Doral	3.40	3.17	3.49	3.62	0.13
B&W	14.42	12.98	15.13	13.17	-1.96
GPC	5.93	4.93	6.33	4.70	-1.64
Lorillard	8.24	8.38	7.95	8.95	1.00
Newport	7.46	7.62	7.09	8.16	1.07
Liggett Group	0.13	0.13	0.13	0.13	0.00
Premium	81.85	83.22	81.37	82.47	1.10
Private Label	0.61	0.60	0.65	0.61	-0.04
Avg Ind CPW	204.90	194.23	219.61	183.16	-36.45
Avg PM CPW	113.78	112.45	119.76	104.04	-15.72
Avg Marl CPW	86.82	86.60	91.28	77.89	-13.38
# of Stores	709	709	709	709	0

Source: STARS Store Level Data

Leadership Accounts Package

2071850103

Source: https://www.industrydocuments.ucsf.edu/docs/sxkn0004